I oppose loosening the rules designed to promote and protect diversity of media ownership. These rules were adopted to ensure that the public would receive a diverse range of viewpoints from the media, and not simply the opinions of a handful of media conglomerates. The cable ownership

cap is a crucial element of our democratic media, and it should not be weakened.

Big business•s thirst for consolidation continues to run rampant through our society. Our Government is assigned the task of protecting the American public from unfair business practices. To allow further consolidation of the cable industry will result in a couple of firms controlling the masses. The lobbying by the major players of the cable industry is for them to gain a way to boost profits. Easing the cable owner ship cap will assure them of attaining their goal at the expense of the American public.